RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #154180
Mr. J. Derigo
DERIGO SALES

JULY: WINSTON $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear John:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 150 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts (this includes **3 Displays** to be shipped to F. Colucci). ***(Note: This is not 'pre-sleeved' product.)*** All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
5	*Winston Box*	12300-25379
10	*Winston Light Box*	12300-25380
5	*Winston Ultra Lt Box*	12300-25381

Product PO # 014 ; Displays PO # 015 8154-0599

Product / Premium Arrival: **June 29, 1998**

Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE: **1.6113**

SKU WT (w/o Product): **3.2200 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

EFT $ Amount: **$5,302.35**

PARTNERS 'BONUS' REPORTING DESCRIPTION	WIN_JUL_$1/2_PKS

51845 6971

Source: https://www.industrydocuments.ucsf.edu/docs/jxny0000

$1.00 Off 2-Pack Tear Tape
DERIGO SALES

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:
1 Carton: *Winston Box*
2 Cartons: Winston Light Box
1 Carton: *Winston Ultra Lt Box*
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$280.00 (20 (6M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: K. Jurgensen
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51845 6972

Source: https://www.industrydocuments.ucsf.edu/docs/jxny0000

WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	574995	QUICK CHECK FOOD MR	2580 ELMWOOD AVE	BUFFALO	NY	14217	1				(716)871-1665
162601	162625	397434	KARAMS KORNER	272 GEORGIA ST	BUFFALO	NY	14201	1				(716)852-7431
162601		804749	JERSEY FOOD MARKET	315 JERSEY ST	BUFFALO	NY	14201	1				(716)882-3349
162601		812537	LUCKY 7	235 MASSACHUSETTE	BUFFALO	NY	14213	1				(716)881-9508
162601		714672	CONVENIENCE FOOD	410 HINDS ST	TONAWANDA	NY	14150	1				(716)694-7130
162601		764456	HOLLY FARMS	424 PEARL ST	BUFFALO	NY	14202	1				
162601		128542	G.I. SALES&SERV INC	DBA SUPER GAS	GRAND ISLAND	NY	14072	1				(716)773-6443
162601		785128	T&W GROCERY	973 TONAWANDA ST	BUFFALO	NY	14207	1				(716)871-0593
162601		804667	SPEED ZONE FOOD MAR	4730 BROADWAY	DEPEW	NY	14043	1				(716)685-0652
162601	162625	576389	FAMILY CORNER STORE	380 CONNECTICUT S	BUFFALO	NY	14213	1				(716)886-4970
162601	162625	641572	E. FERRY CLOVER FAR	436 E FERRY ST	BUFFALO	NY	14208	1				(716)885-9238
162601	162626	799271	PARKSIDE MARKET	1150 SHERIDAN DR	TONAWANDA	NY	14150	1				(716)447-9169
162601		765349	JOHN REIMONDO JR	2965 SHERIDAN DR	TONAWANDA	NY	14150	1				(716)835-6353
162601	162629	746533	AL'S CORNER STORE	2894 ELMWOOD AVE	KENMORE	NY	14217	1				(716)873-7745
162601	162622	769359	AMON CONVENIENT FOO	1041 ENGLEWOOD RD	TONAWANDA	NY	14223	1				(716)876-8760
162601		752787	DAIRY STORE	354 NIAGARA FALLS	TONAWANDA	NY	14223	1				(716)836-8690
162601	162629	658852	COLVIN-CONVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	1				(716)877-4440
162601	162626	684573	MARK'S FOOD SHOP	3301 HYDE PARK BL	NIAGARA FALLS	NY	14305	1				(716)284-2928
162601	162626	691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14120	1				(716)743-0919
162601	162625	719755	SAMI EXPRESS	880 FILLMORE AVE	BUFFALO	NY	14212	1				(716)842-8880
162601	162629	460480	JOE'S SERVICE CENTE	1602 ELMWOOD AVE	BUFFALO	NY	14207	1				(716)877-9823
162601	162625	496766	ALLENTOWN FOOD SHOP	76 ELMWOOD AVE	BUFFALO	NY	14201	1				(716)881-5748
162601	162626	398665	CFM #33-015	3030 SWEET HOME R	AMHERST	NY	14228	1				(716)691-7655
162601		597977	ZIPPS FOOD & BEV.	896 NIAGARA ST	BUFFALO	NY	14213	1				(716)886-9032
162601	162629	598990	U.S. FOOD MART	235 ESSER ST.	BUFFALO	NY	14207	1				(716)875-1234
162601		574026	U.S. QUALITY FOOD	471 E FERRY ST	BUFFALO	NY	14208	1				(716)883-6335
162601	162629	397310	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY	14216	1				(716)836-3616
162601	162625	397614	JOHN'S TOBACCO	403 MAIN ST	BUFFALO	NY	14203	1				(716)855-0243
162601	162625	396895	HOLLY FARMS MARKET	233 - 235 ALLEN S	BUFFALO	NY	14201	1				(716)882-2733
162601	162626	128682	MIKE REXFORD SERVIC	1940 NIAGARA FALL	TONAWANDA	NY	14150	1	NYS			(716)692-7017
162601	162626	738580	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS			(716)874-9774
162601	162625	809737	PRICE RITE MARKET	324-26 W. DELEVAN	BUFFALO	NY	14213	1	NYS			(716)885-2887
162601	162622	765413	SADO GAS #7	4004 LAKE AVE	LOCKPORT	NY	14094	2	NYS	1260-0000	SAD0089	(716)434-1184
162601	162629	765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	1	NYS			(716)875-5363
162601	162626	398795	B&B CIGAR STORE	2006 MAIN ST	NIAGARA FALLS	NY	14305	1	NYS			(716)282-1165
162601	162622	317286	LINCOLN PK.PHRM.432	540 NIA. FALLS BL	BUFFALO	NY	14223	1	NYS			(716)832-7800
162601	162626	497268	STOP N GAS #11	8811 NIAGARA FALL	NIAGARA FALLS	NY	14304	2	NYS	1260-0000	SAD0089	(716)297-9338
162601	162625	396875	BILLS DEL	32 ALLEN ST	BUFFALO	NY	14202	1	NYS			(716)882-3755
162601	162622	128934	KENYON #778/DYNAWAS	2905 S.MAIN ST.	NEWFANE	NY	14108	1	NYS	1895-0000		(716)778-7899
162601	162629	311007	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	1	NYS			(716)873-6153
162602	162629	674960	CONVENIENT FOOD	364 EGGERT RD	BUFFALO	NY	14215	1				(716)833-2150
162602		755241	LANGFIELD FOOD	SABAH FOODS, INC.	BUFFALO	NY	14215	1				(716)892-1216

51845 6973

Source: https://www.industrydocuments.ucsf.edu/docs/jxny0000

WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602		715443	SHOP EXPRESS FOOD	1 MARINE DR	BUFFALO	NY	14202	1				(716)852-7428
162602	162622	672361	EAGLE EXPRESS SHOPS	5380 GENESEE ST	BOWMANSVILLE	NY	14026	1				(716)684-0333
162602	162629	705604	IMPERIAL FOOD MKT	3039 BAILEY AVE	BUFFALO	NY	14215	1				(716)836-8223
162602	162625	705607	ELMWOOD NEWS	988 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)883-4255
162602	162629	750754	FOOD PLUS III	SALEH K.MOHAMED	CHEEKTOWAGA	NY	14215	1				(716)446-0152
162602	162629	705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	1				(716)892-4669
162602	162629	634670	APLUS MINI MART(F)	4401 UNION ROAD	CHEEKTOWAGA	NY	14225	1		0362-0102		(716)631-0009
162602	162629	766721	FARM FRESH MARKET	MOHAMED A. TAHER	BUFFALO	NY	14215	1				(716)838-6082
162602	162625	660888	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)886-5498
162602	162629	601156	COMMUNITY FOOD	535 WALDEN AVE	BUFFALO	NY	14211	1				(716)892-4490
162602	162625	817779	HOLLEY FARMS	ABDUSALEM SALEH S	BUFFALO	NY	14208	1				(716)886-3767
162602	162625	624669	A-PLUS MINI MARKET	1981 FILLMORE AVE	BUFFALO	NY	14214	1		0362-0102		(716)835-0461
162602	162629	467548	FOOD PLUS	414 E AMHERST ST	BUFFALO	NY	14215	3				(716)834-1087
162602	162629	397117	PIKE'S PEAK DELI	1316 FILLMORE AVE	BUFFALO	NY	14211	1				(716)896-0317
162602	162625	373036	UNION MARKET	177 RILEY ST	BUFFALO	NY	14209	2	NYS			(716)884-0502
162602	162622	764739	MR BILLS	1049 PARK AVE	MEDINA	NY	14103	1	NYS			(716)798-0477
162602	162625	522940	MAIN FOOD MART	1130 MAIN ST	BUFFALO	NY	14209	1	NYS			(716)883-7100
162602	162622	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	NYS		CHA0104	(716)735-7511
162602	162622	398017	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	1	NYS			(716)735-7066
162603	162625	579726	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	14224	2		1260-0000		(716)824-0438
162603		664266	QUEEN CITY CIGARETT	1282 CLINTON ST	BUFFALO	NY	14206	2				(716)822-5782
162603		810628	TART'S MARKET	529 DODGE ST	BUFFALO	NY	14208	1				
162603	162625	641384	M&A FOOD MARKET	473 JEFFERSON AVE	BUFFALO	NY	14204	1				(716)855-0077
162603	162625	396973	PARKSIDE DRUG	975 BROADWAY ST	BUFFALO	NY	14212	1				(716)895-8811
162603		128482	DIAMOND OIL	1069 WALDEN AVENU	BUFFALO	NY	14204	1				(716)892-5029
162603	162623	788813	STOP N GAS #15	5498 CAMP RD	HAMBURG	NY	14075	2		1260-0000		(716)649-1007
162603	162623	663808	WOODLAWN DELI	3306 LAKE SHORE R	BLASDELL	NY	14219	1				(716)824-1310
162603	162625	683061	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	14218	2		1260-0000		(716)826-8121
162603	162623	620303	STOP N GAS #6	4878 LAKE SHORE R	HAMBURG	NY	14075	2		1260-0000		(716)627-7319
162603	162625	522920	SOUTH PARK MKT	505 S PARK AVE	BUFFALO	NY	14204	1				(716)853-2158
162603	162625	470390	DAILY NEWS & NUMBER	999 BROADWAY ST	BUFFALO	NY	14212	2				(716)894-4900
162603	162625	481046	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	1				(716)855-3828
162603	162625	397193	SERAFINI'S DELI	1892 SENECA ST	BUFFALO	NY	14210	1				(716)824-7203
162603	162625	462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	4				(716)826-6199
162603	162625	397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	3				(716)828-1160
162603	162625	397169	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY	14218	3				(716)822-1651
162603	162625	396994	B-KWIK MKT #66	1989 SENECA ST	BUFFALO	NY	14210	1				(716)824-1124
162603	162625	067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY	14224	2				(716)824-6137
162603	162625	357756	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	2	NYS	1260-0000	GAS0001	(716)897-2781
162603	162625	764711	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	2	NYS	1260-0000	GAS0363	(716)825-6484
162603	162625	397365	WIMBLEDON DRUGS	266 CENTER RD	WEST SENECA	NY	14224	1	NYS			(716)675-4500
162603		324641	FAST SERVICE DELI	291 JEFFERSON AVE	BUFFALO	NY	14204	1	NYS			(716)847-2140
162603		213091	RACHEL'S DELI	1591 S PARK AVE	BUFFALO	NY	14220	1	NYS			(716)826-5062

51845 6974

Source: https://www.industrydocuments.ucsf.edu/docs/jxny0000

WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162623	764723	STOP N GAS #12	6685 SOUTHWESTERN	HAMBURG	NY	14075	2	NYS	1260-0000	GAS4101	(716)627-3401
162603	162625	764734	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	14210	2	NYS	1260-0000	STO0166	(716)856-5687
162603	162623	765363	STOP N GAS #13	4100 SAINT FRANCI	HAMBURG	NY	14075	2	NYS	1260-0000	GAS4101	(716)627-2170
162603	162623	488478	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PARK	NY	14127	2	NYS	1260-0000	STA3856	(716)649-5930
162603	162625	128582	BUZZ N BEE(PRIN-SEN	2097 SENECA ST	BUFFALO	NY	14210	1	NYS			(716)825-5372
162603	162625	128642	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	2	NYS	1260-0000	GAS4100	(716)675-2788
162606	162623	398620	MATTS NEWS	93 E 3RD ST	DUNKIRK	NY	14048	2				(716)366-4909
162606	162623	656979	BOBS NEWS	14 MAIN STREET	SPRINGVILLE	NY	14141	1				(716)592-2630
162606	162623	514559	MACHIAS MINI MART #	9718 OLEAN ROAD	MACHIAS	NY	14101	2	NYS	1260-0000	SAD9718	(716)353-9957
162606		764775	SADO GAS #13	GAS N GO	DERBY	NY	14047	1	NYS		GAS4101	(716)947-5199
162606	162623	357767	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	2	NYS	1260-0000	YOR1225	(716)492-5722

PAGE BREAK TOTAL ACCOUNTS 96 TOTAL QUANTITY 125

TEMPLATE TOTAL ACCOUNTS 96 TOTAL QUANTITY 125

+ 3 f Colucci

128

51845 6975

Source: https://www.industrydocuments.ucsf.edu/docs/jxny0000

WHOLESALER PACKING INSTRUCTIONS

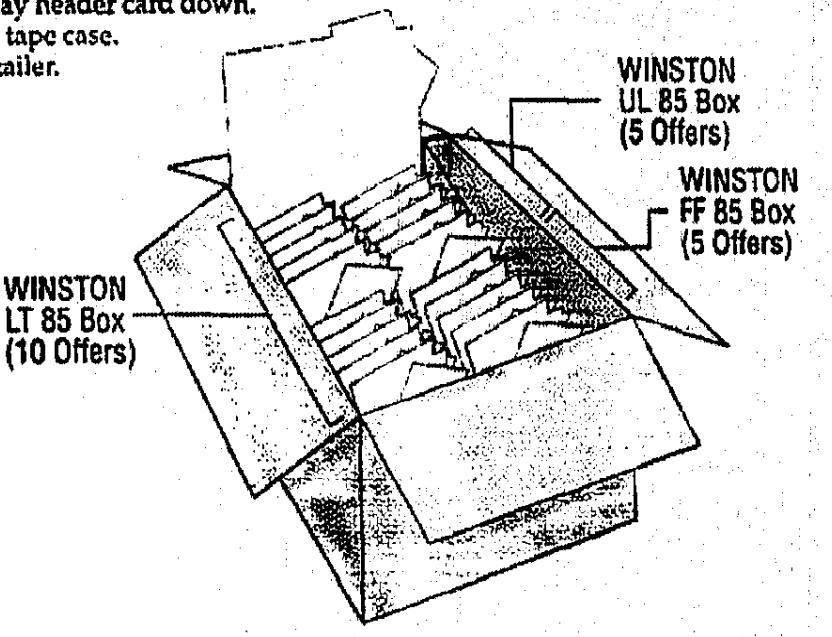
VALUE ADDED PROMOTION | **3RD QTR.'98**

July Winston $1 OFF 2 Packs

(Winston Buy 2 Packs Get $1 Off)

STEPS

1. Open WINSTON $1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. *(10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.)* DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL $1/2 PKS

Brand Style	Box	LT Box	ULT LT Box			
Number of Cartons	1	2	1			

51845 6976

Source: https://www.industrydocuments.ucsf.edu/docs/jxny0000

PTD IN USA

$1.00 off with 2-pack purchase.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

51845 6977

©1998 R.J. REYNOLDS TOBACCO CO.

Source: https://www.industrydocuments.ucsf.edu/docs/jxny0000